

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered in a white space within this design.

***Tapping into the
Generosity of
Communities of Color***

Today's Agenda

- ▶ Benefits of diverse and inclusive fundraising
- ▶ Types of giving in communities of color
- ▶ Barriers to diversifying our donor base
- ▶ Practical tips for success
- ▶ Q & A

Benefits of diverse and inclusive fundraising

Why is this important now?

Giving in Communities of Color

▶ Generous Donors

- ▶ Giving directly to people in need
- ▶ Remittances back to home countries
- ▶ Faith-based institutions
- ▶ Fraternal, cultural, and social organizations
- ▶ Professional, occupational, and business associations
- ▶ Tribes, tribal organizations, and funds
- ▶ Community organizations and funds
- ▶ Civil rights/social justice organizations
- ▶ Cultural/community centers
- ▶ Health clinics, hospitals, and nursing homes
- ▶ Historically black and tribal colleges

Giving in Communities of Color

► Organized Philanthropy

► Population-Focused Funds

d5coalition.org/tools/pff-directory/

Population-focused funds (PFFs) are giving vehicles established by and for members of racial, ethnic, tribal, gender, sexual-orientation, and other identity-based communities to address critical issues within those communities.

► Giving Circles

thecommunityinvestment.org

A giving circle is a group who pool their personal time, talents, and treasure to address social issues in their communities using thoughtful giving strategies.

► Affinity Groups

Philanthropists and funders:

- Asian Americans/Pacific Islanders in Philanthropy: www.aapip.org
- Association of Black Foundation Executives: www.abfe.org
- Hispanics in Philanthropy: www.hiponline.org
- Native Americans in Philanthropy: www.nativephilanthropy.org

Barriers to diversifying our donor base



Practical tips for success

- ▶ Build on your current strengths and relationships
- ▶ Start within your organization
- ▶ Sustain mission push to learn strengths and priorities of diverse communities
- ▶ Ask/learn how your mission impacts a particular community of color
- ▶ Never let a potential prospect walk away
- ▶ Remember it's “development”, not “instant”
- ▶ Celebrate success



“What if we don’t change at all ...
and something magical just happens?”

